City of Arts & Innovation

News Release

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City of Riverside Names Laurel Reimer as City Planner

18 years of public and private experience informs policy implementation, planning solutions

RIVERSIDE, Calif. – The City of Riverside has named Laurel Reimer as City Planner, where she will oversee all aspects of the planning division which includes current planning, advance planning, planning information and historic preservation. Her first day in this role was Friday (5/8).

Reimer brings to the job of City Planner a strong command of land use law, a practical approach to policy implementation, and a demonstrated ability to deliver clear, actionable planning solutions that balance regulatory compliance with community and development objectives.

“The Community and Economic Development Department is excited to officially welcome Laurel Reimer to our high-performing team,” Interim Director Miranda Evans said. “Laurel brings a thoughtful, collaborative approach to complex development projects, along with proven experience in land use and environmental planning. Our team is looking forward to the energy, insight and problem-solving perspective she will bring as we continue advancing important community and economic development projects on behalf of the residents and businesses of Riverside. Her comprehensive understanding of land use law, environmental compliance, and entitlement strategy is matched by a solutions-oriented approach to advancing development projects and public policy initiatives.”

Reimer has 18 years of experience in the public and private sectors, most recently as a Principal at Sagecrest Planning+Environmental. She managed a wide variety of complex projects, including comprehensive general plan updates, specific plans, development projects, and environmental documents. She provided current and advanced planning services to Santa Fe Springs, San Juan Capistrano, Temecula, Downey, Newport Beach, Monrovia, Riverside, La Mirada, Perris and Avalon.

Reimer previously worked at Core Development Services, specializing in telecommunications entitlements. She launched the company’s Portland office, managed hundreds of projects and multiple staff, and delivered fully entitled sites while navigating complex regulatory environments.

“I look forward to working together with City leaders, staff and residents to ensure a high-quality planning process that enables investment while respecting Riverside’s unique character,” Reimer said.

“With the General Plan update well underway and numerous ambitious projects on the way, this is an exciting time to be in Riverside.”

Reimer earned a Bachelor of Arts degree in Geography/Environmental Studies from UCLA and a Master of Urban and Regional Planning from UC Irvine.

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